ABSTRACT OF THE DISCLOSURE

A business supporting system extracts prospective customers to whom purchase of a new product is to be proposed, based on properties of products, relations between the products, purchase history and so forth. Moreover, prospective customers may be extracted based on results of previous purchases, accounting data analysis and customer trouble analysis, so as to meet requirements of a seller and to also meet the needs of customers. Extracting conditions can be defined at the seller's option.

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